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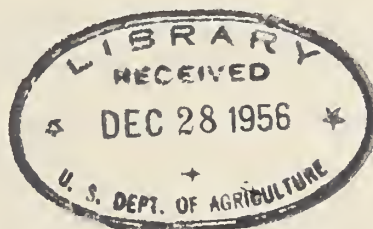
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INFORMING FACULTY AND PUBLIC ABOUT AGRICULTURAL TECHNICAL COOPERATION;

3a  
Summary of Replies

From Land-Grant Colleges and Universities



Prepared by

Cooperating Agencies

of the

2 U. S. DEPARTMENT OF AGRICULTURE

and the

INTERNATIONAL COOPERATION ADMINISTRATION



## INFORMING FACULTY AND PUBLIC ABOUT TECHNICAL COOPERATION

### Summary of Methods Used In Land-Grant Colleges and Universities

At the Sixth Conference for Agricultural Services in Foreign Areas held in Washington, D. C., in October, 1955, the proposals committee of the Conference, Chairmanned by Dean A. L. Deering of Maine, included this recommendation:

"That colleges, USDA, farm organizations, national societies and others, be encouraged to discuss the philosophy, problems and accomplishments of international agricultural technical cooperation at annual meetings and other gatherings. This will stimulate a better understanding of the program in the U. S."

To follow up this proposal, a cooperative USDA-ICA committee queried contact officers in each land-grant institution to secure information on:

- (1) Methods currently being used to keep the faculty and public informed about technical cooperation, and
- (2) Ideas and recommendations on better ways of informing the public and the faculty.

Replies came from 40 separate institutions in 36 States. Many of the replies reported similar methods of disseminating information, while other methods were listed by only a few or one institution. Methods reported have been tabulated and are submitted in chart form on the following page. Methods recommended are also shown on a chart.

This report also includes some significant quotations from some of the land-grant college reports.



THE HISTORY OF THE UNITED STATES OF AMERICA

BY JAMES M. SMITH

The first volume of this series, "The Discovery and Settlement of America," is now published.

and the second volume, "The Growth of the Republic," is now in preparation.

The third volume, "The Civil War and Reconstruction," is also in preparation.

The fourth volume, "The Modern Republic," is now in preparation.

The fifth volume, "The Future of the United States," is now in preparation.

The sixth volume, "The United States in the World," is now in preparation.

The seventh volume, "The United States and the Future," is now in preparation.



Table I

METHODS BEING USED TO INFORM FACULTY AND PUBLIC  
(Based on Reports from 40 Institutions)

| <u>Methods</u>  | <u>Number of Institutions Reporting</u> |      |      |      |      |      |        |
|---|---|------|------|------|------|------|--------|
|   | 4                                       | 8    | 12   | 16   | 20   | 24   | 28     |
| 1. News releases to State and local press   | XXXX                                    | XXXX | XXXX | XXXX | XXXX | XXXX | XXXX X |
| 2. Talks to faculty by contact officer or staff member  | XXXX                                    | XXXX | XXXX | XXXX | XXXX | XXXX | XXXX X |
| 3. Talks to public by Foreign Nationals   | XXXX                                    | XXXX | XXXX | XXXX |      |      |        |
| 4. Talks to public by contact officer or staff member   | XXXX                                    | XXXX | XXXX | XXXX | XXX  |      |        |
| 5. Report and newsletter circulation  | XXXX                                    | XXXX | XX   |      |      |      |        |
| 6. Talks on radio by contact officer or staff member  | XXXX                                    | XXXX |      |      |      |      |        |
| 7. Talks to faculty by Foreign Nationals  | XXXX                                    | XXXX |      |      |      |      |        |
| 8. Talks on radio by Foreign Nationals  | XXXX                                    | XXXX |      |      |      |      |        |
| 9. T.V. appearances by Foreign Nationals  | XXXX                                    | XX   |      |      |      |      |        |
| 10. Reports of technicians returning from foreign assignment to staff, press, T.V., and radio | XXXX                                    | XX   |      |      |      |      |        |
| 11. Material on file in library and reading rooms   | XXXX                                    | X    |      |      |      |      |        |
| 12. Parties, teas and social events for Foreign Nationals                                     | XXXX                                    | X    |      |      |      |      |        |
| 13. News releases and pictures for press  | XXXX                                    | X    |      |      |      |      |        |
| 14. T.V. appearances by contact officer or staff member                                       | XXXX                                    |      |      |      |      |      |        |

(Cont'd)

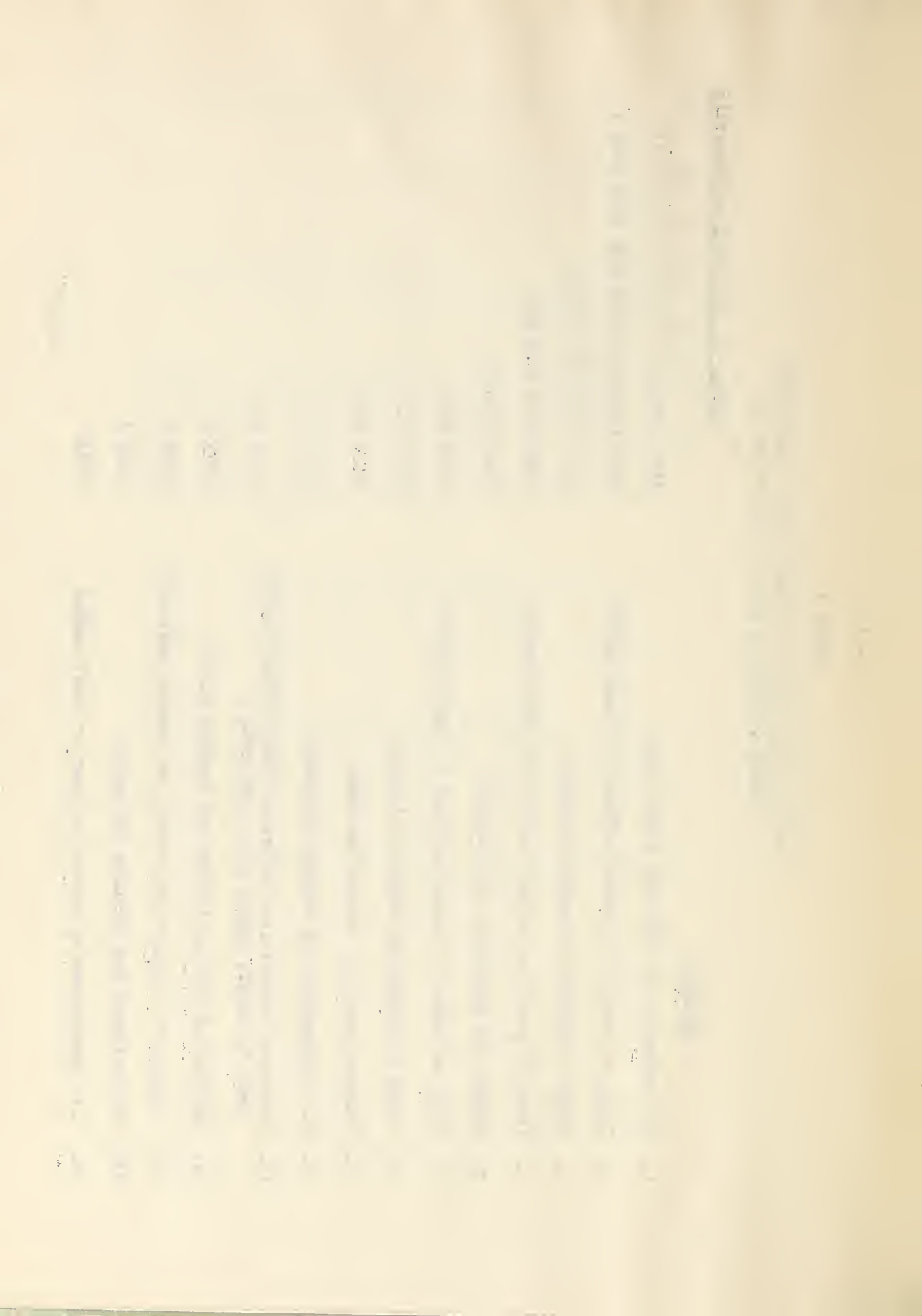


Table I (Cont'd)

METHODS BEING USED TO INFORM FACULTY AND PUBLIC  
(Based on Reports from 40 Institutions)

| <u>Methods</u>   | <u>Number of Institutions Reporting</u> |   |    |    |    |    |    |
|--|---|---|----|----|----|----|----|
|  | 4                                       | 8 | 12 | 16 | 20 | 24 | 28 |
| 15. Use of faculty on short courses                    |   |   |    |    |    |    | XX |
| 16. Use of ICA Films                                   |   |   |    |    |    |    | XX |
| 17. Tape recordings for distribution to radio stations |   |   |    |    |    |    | X  |



Table II

RECOMMENDATIONS FOR IMPROVING  
METHODS USED TO INFORM FACULTY AND PUBLIC  
(AS REPORTED BY 40 INSTITUTIONS)

| <u>Recommendations</u>  | <u>No. Institutions Reporting</u> |   |    |    |    |    |    |
|---|-----------------------------------|---|----|----|----|----|----|
|   | 4                                 | 8 | 12 | 16 | 20 | 24 | 28 |
| 1. Need brief Technical Cooperation bulletins, or pamphlets and pictures for distribution to help tell story. | XXXX XXX                          |   |    |    |    |    |    |
| 2. News releases prepared in Washington.  | XXXX XX                           |   |    |    |    |    |    |
| 3. More slides and films telling the story of Technical Cooperation.  | XXXX                              |   |    |    |    |    |    |
| 4. More use of radio and T.V..  | XXX                               |   |    |    |    |    |    |
| 5. List of people available to talk on Technical Cooperation.   | XXX                               |   |    |    |    |    |    |
| 6. Use ICA-USDA persons visiting States for talks to faculty and public.                                      | XXXX                              |   |    |    |    |    |    |
| 7. Having staff members returning from foreign assignments give talks to faculty and public.                  | XX                                |   |    |    |    |    |    |



Significant Quotations

ON METHODS NOW IN USE

On Informing Faculty and Public on Technical Cooperation

Kansas State: One of the most effective ways to inform the faculty about this program is to use as many staff members as possible on a Special Short Course schedule. We used a total of 35 staff members on a recent Special Short Course for a group of Turks.

Louisiana "U": A talk on the Technical Cooperation (FOA) was one of the main addresses to the Annual Louisiana State Home Demonstration Club Council Meeting in 1955. The Training Specialist is going to address Parish Home Demonstration Club Councils.

Michigan State: We hold an International Festival at the International Auditorium with students from other institutions.

Minnesota "U": Farm organizations and other groups are informed of their coming.

Alcorn A. & M., Mississippi: T. C. information is placed on reserve shelf in the Library, and teachers in Ag. Ec. and Rural Sociology require students to make use of it. Social science faculty forums make use of the materials in their current discussions. The materials are used by debating teams.

Missouri "U": United Nations Day is celebrated in Missouri in the fall. Many counties are participating.

Nevada "U": Two programs were scheduled during the year, one has already been completed for the entire membership of the University Faculty Club for the purpose of informing the entire faculty of the University about the program of Technical Cooperation.

New Hampshire "U": Student clubs on campus are very active in meeting and entertaining T. C. visitors.

Rutgers, New Jersey: Young people under the IFYE program although this is not a part of Technical Cooperation specifically speaking, have talked to short course students in assembly programs.



THE UNIVERSITY OF CHICAGO

OFFICE OF THE DEAN

CHICAGO, ILLINOIS

Dear Sir:

I have the honor to acknowledge the receipt of your letter of the 10th inst. and in reply to inform you that the same has been forwarded to the proper authorities for their consideration.

I am, Sir, very respectfully,  
Your obedient servant,  
[Signature]

Very truly yours,  
[Signature]

Enclosed for you are the following documents:

1. A copy of the report of the Committee on the Administration of the University, dated June 1st, 1892.

2. A copy of the report of the Committee on the Faculty, dated June 1st, 1892.

3. A copy of the report of the Committee on the Student Body, dated June 1st, 1892.

I am, Sir, very respectfully,  
Your obedient servant,  
[Signature]

Very truly yours,  
[Signature]

Very truly yours,  
[Signature]

Very truly yours,  
[Signature]

Cornell, New York: Monthly letter to Faculty Dept. Heads, enclosing a list of foreign visitors presently here and shortly expected and available for professional and social intercourse.

There is presently under way the compilation of a pamphlet designed to meet the needs of foreigners visiting Ithaca and the University.

Oregon State: Discussions at sectional meetings of the Ag. and Home Economics annual staff conference. Annual campus meeting of the Institute on Far Eastern Affairs. Student organization patterned after the United Nations.

Rhode Island State: I am hoping to prepare a display of material which I brought back from Egypt to put in our display cabinet in the hall of our Agricultural Building.

Prairie View A. and M. College, Texas: Displayed pictures of the Liberian Project in lobby of Administration Building with brief captions under each picture.

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Quotations from State Reports

ON METHODS SUGGESTED

On Informing Faculty and Public on Technical Cooperation

Alabama Polytechnic Institute: If you would send us reports as to what the trainees have done after returning home, it would help us to know more about the accomplishments of the Technical Cooperation program.

Arizona "U": Meet and talk with more of the faculty of colleges other than agriculture.

Florida A. & M. University: In my opinion, it should be a very desirable thing to have a representative from the Foreign Training Division to speak to the staff at least once a year.

Kentucky "U": Introduce FAS and ICA headquarters personnel to as many people as possible when they are in the state. Classes for students.

Louisiana "U": A committee of three members - one from Agricultural Extension, another from Research and the third from Resident Teaching will function in an advisory capacity with the Technical Cooperation in the College of Agriculture. Short monthly topic sheets on Technical Cooperation will be sent to all members of the Agricultural College personnel. County and Home Agents are going to be asked to let the Training Specialist appear on some of their television programs, also to request local groups to have programs dealing with Technical Cooperation.

Southern University, Louisiana: I feel that the Institutional Contact Representative can familiarize the President of the Institution and the Dean of the College with facts as they relate to the Foreign Agriculture Program. With this coming from these top officials, it will mean much to the total faculty and student body. This representative will also meet with the Departmental Faculty.

Maine "U": Continually emphasizing the objectives of technical cooperation and the important part our institutions are taking at minimum cost to the taxpayers of this country, this to be done nationally as well as locally by our several means of communications.

Massachusetts State: Foreign Agricultural Service could furnish press release material and photos for distribution to local newspapers.





Michigan State: Material giving general information on over-all program of ICA and USDA is most helpful to these people.

Minnesota "U": Send more real publicity material in the form of sort of a public publicity release which we could distribute quite widely to our staff.

Missouri "U": We can secure a list of all the counties which will hold United Nations celebrations next fall and supply them with material of the type which you propose on United Nations Day. In many cases we might also be able to supply the county meetings with a trainee as a speaker.

New Hampshire "U": In order to give this program proper publicity, it is necessary to have a "goodly" number of T.C. visitors. We do our best to publicize the visits. Bringing the T.C. visitors in contact with people within the states is the best way to publicize the program.

Rutgers, New Jersey: I would suggest the following three methods of informing the faculty and the public about Technical Cooperation:

1. List those men available for public functions, members of the faculty who have participated in Technical Cooperation Programs.
2. Advise student leaders of the participation in Technical Cooperation by these faculty members and suggest contact be made with them for appearance before club and faculty get-togethers.
3. Release through regular intra-publicity channels of the university or institution articles about faculty personnel who have been or who are now participants in Technical Cooperation.

Cornell, New York: What is required is a continuing and fairly intensive publicity campaign locally. This would encompass (a) periodic articles to local and student newspapers and magazines on a more regular basis than is now possible, (b) speaking engagements of foreign visitors before local academic and civic groups, and (c) a social program to introduce these foreigners to American homes for periods up to several days.

North Carolina State: Explain contractual arrangements between the institution and ICA and institutions in other countries; have qualified persons visit the institution to discuss Technical Cooperation.

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Clemson College, South Carolina: Copies of the Foreign Training Letter could be distributed to departments. Equal number of copies of other information of general interest.

South Dakota State: Maintain a section in the library reading room for all material so that both students and faculty can make use of it and is easily found.

Tennessee "U": Short pamphlets would be helpful. These should not be bulletins but merely brief folders that people will read.

Prairie View A. and M. College, Texas: Try to obtain better press coverage and reporting on some of the mutual aspects of Technical Assistance. The overall program is too often pictured as a "give-away program" by the press, with America doing all of the giving and receiving nothing in return.

Virginia Polytechnic Institute: One of the things that we need is to get a clear understanding of the tremendous trade potential we may have with these underdeveloped areas as soon as they get to a position where they can purchase materials from this country.

b1.



